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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION OF )  
James BAECHLE and Thomas H. RADFORD )  
SERIAL NO.: 10/605,814 ) Group Art Unit: 3727  
FILED: October 23, 2003 ) Examiner: Foster, Jimmy G.  
FOR: MODULAR PACKAGING SYSTEM FOR )  
SHIPPING AND DISPLAYING )  
PALLETIZED RETAIL PRODUCTS )

## DECLARATION UNDER 37 CFR § 1.132

I, Steven C. Gendreau, declare as follows:

1. I am a citizen of the United States residing at 520 Brennan Lane, Franklin, TN 37067.
2. I am a graduate of Michigan State University, having received a Bachelor of Science in Packaging. I am currently employed as the Director of Marketing and Technology for the Packaging Division of Sonoco Products Company ("Sonoco") of Hartsville, South Carolina, the parent company of Sonoco Development, Inc., the assignee of the above-identified patent application.
4. In my role as Director of Marketing and Technology I interact with customers of Sonoco's packaging products, including the Modular Packaging System that is the subject of the above-identified patent application (the "SONOPOP™ packaging system").
5. Sonoco's marketing efforts for the SONOPOP™ packaging system accelerated during 2004 and 2005.
6. Starting in 2003 with the development of the SONOPOP™ packaging system, Sonoco has seen sales associated with its SONOPOP™ packaging system grow significantly from \$0 to approximately \$1mm in sales in 2004 to over \$10mm in sales during 2005.
7. Customers for Sonoco's SONOPOP™ packaging system include some of the largest consumer product companies in the United States. Just a few of the many commercial

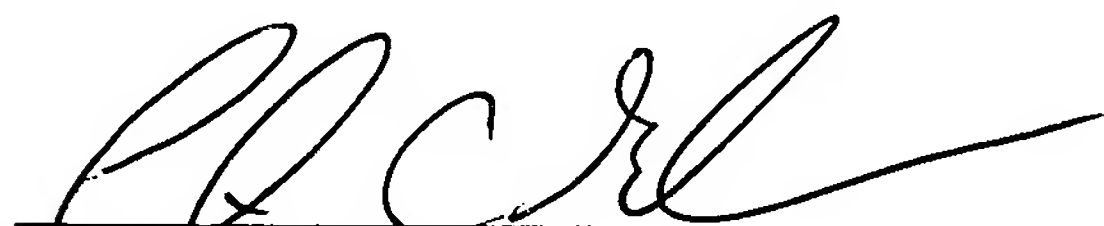
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embodiments of the SONOPOP packaging system are provided in Exhibits A, B and C attached hereto.

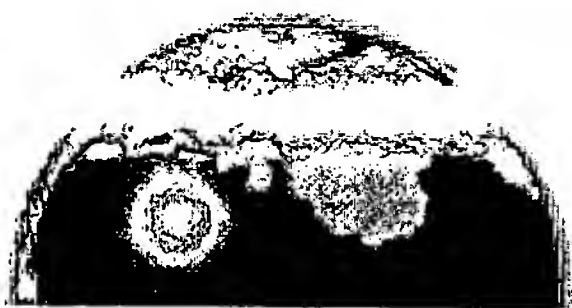
8. Among the reasons behind this large sales growth are the following:

- a. The ability of the SONOPOP™ packaging system to be used both as a shipping package and a point-of-purchase display;
- b. The strength of the SONOPOP™ packaging system, which allows for stacking of units;
- c. The ease with which the system can be assembled due to its “post-in-post construction”;
- d. The versatility of the SONOPOP™ packaging system in handling different sized packaged products, including soft sided packages; and
- e. The recyclability of the SONOPOP™ packaging system due to its paperboard construction.

9. I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of any patent that may issue from the above-identified U.S. patent application.

  
\_\_\_\_\_  
Steven C. Gendreau

2/8/2006  
\_\_\_\_\_  
Date

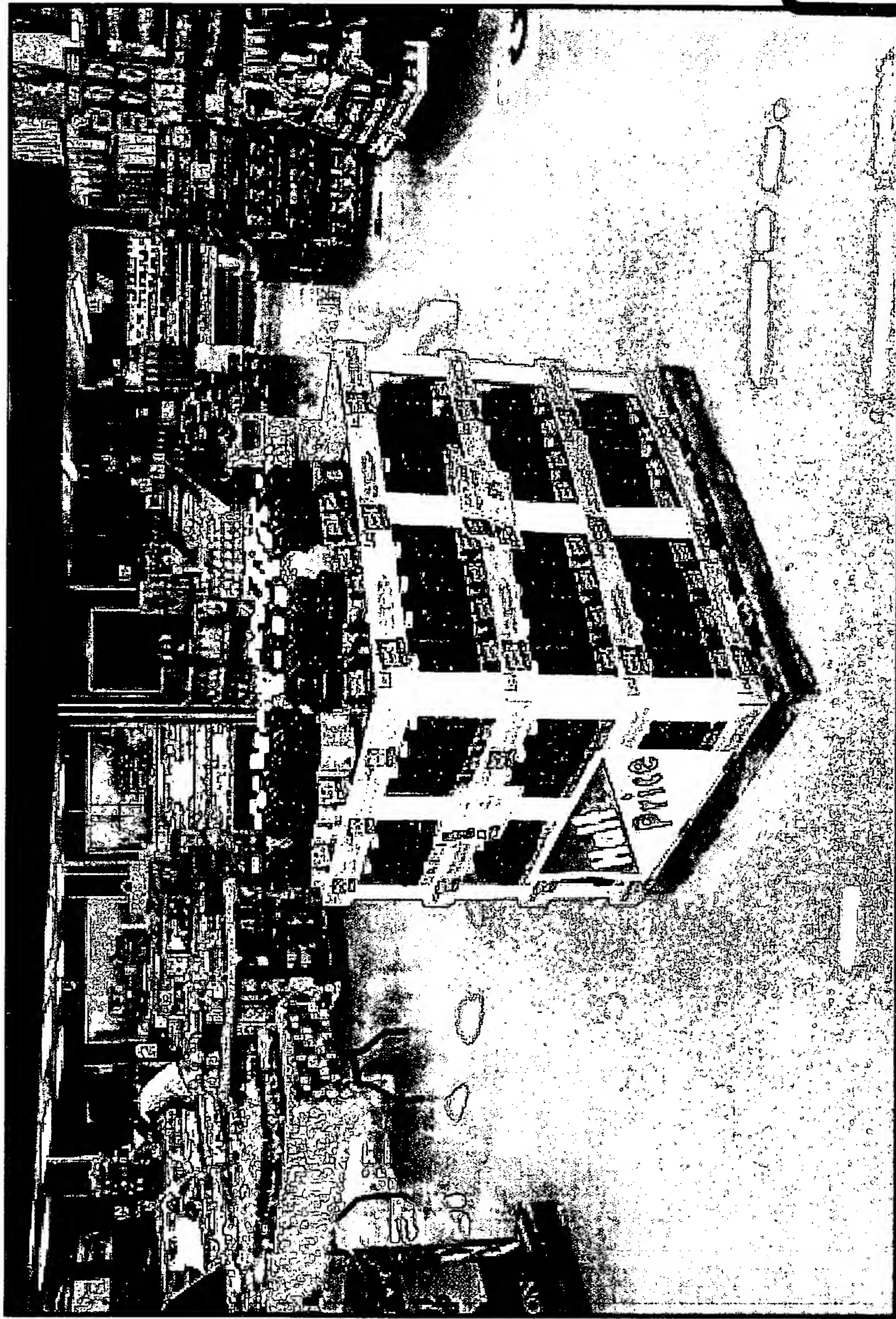


# Nestle Solution

Nestle

Good Food. Good Life

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EXHIBIT

A

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"Driven to help you sell more product."

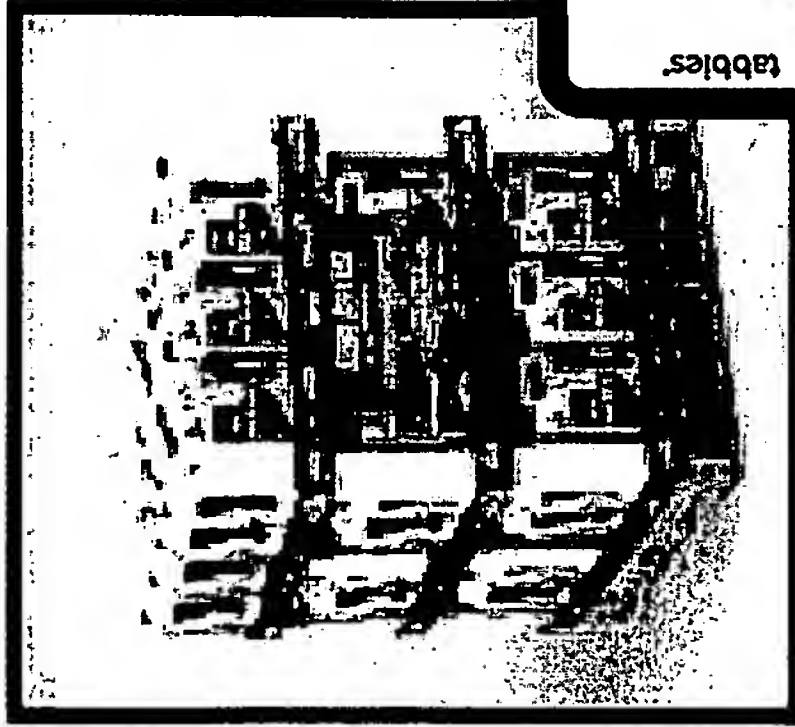
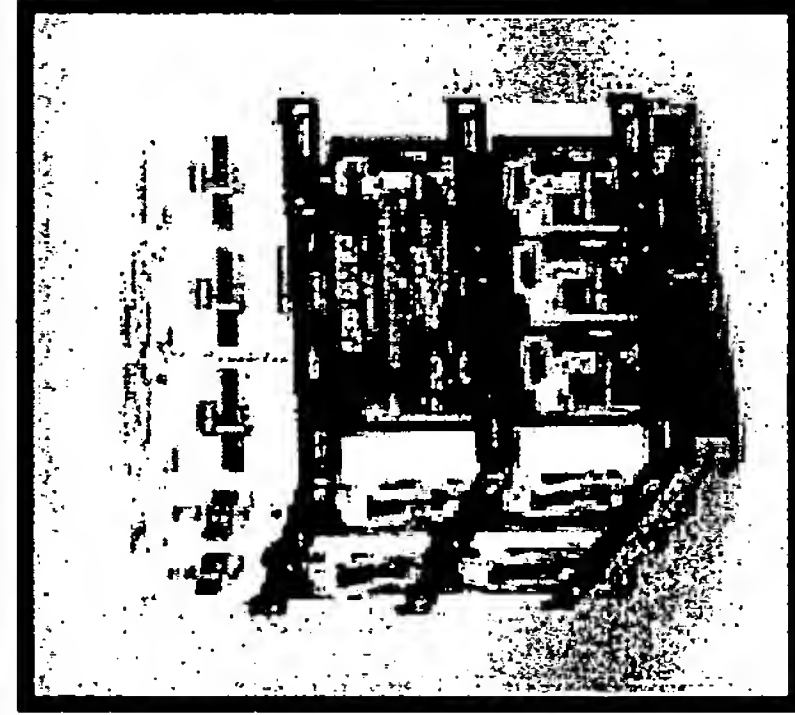
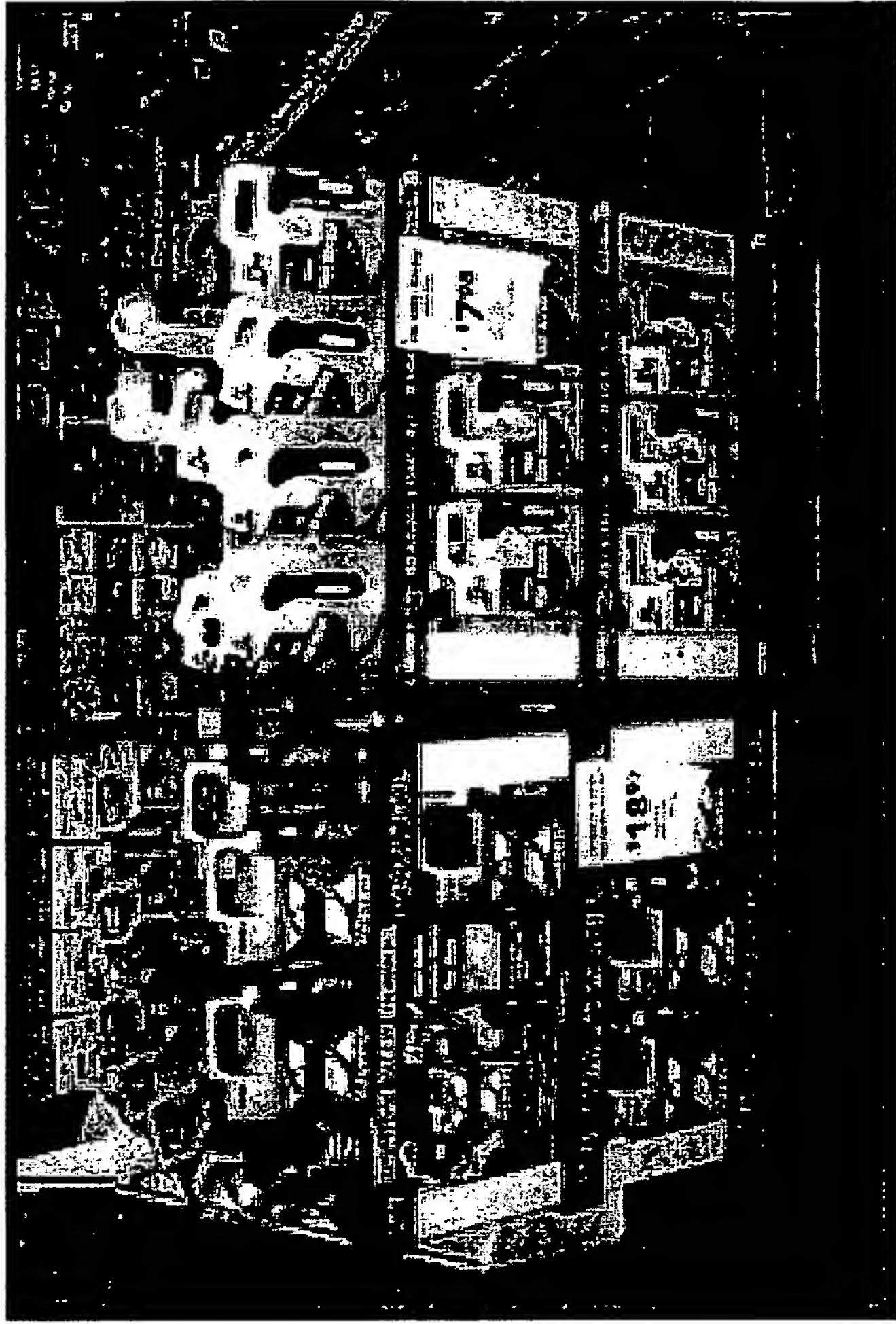
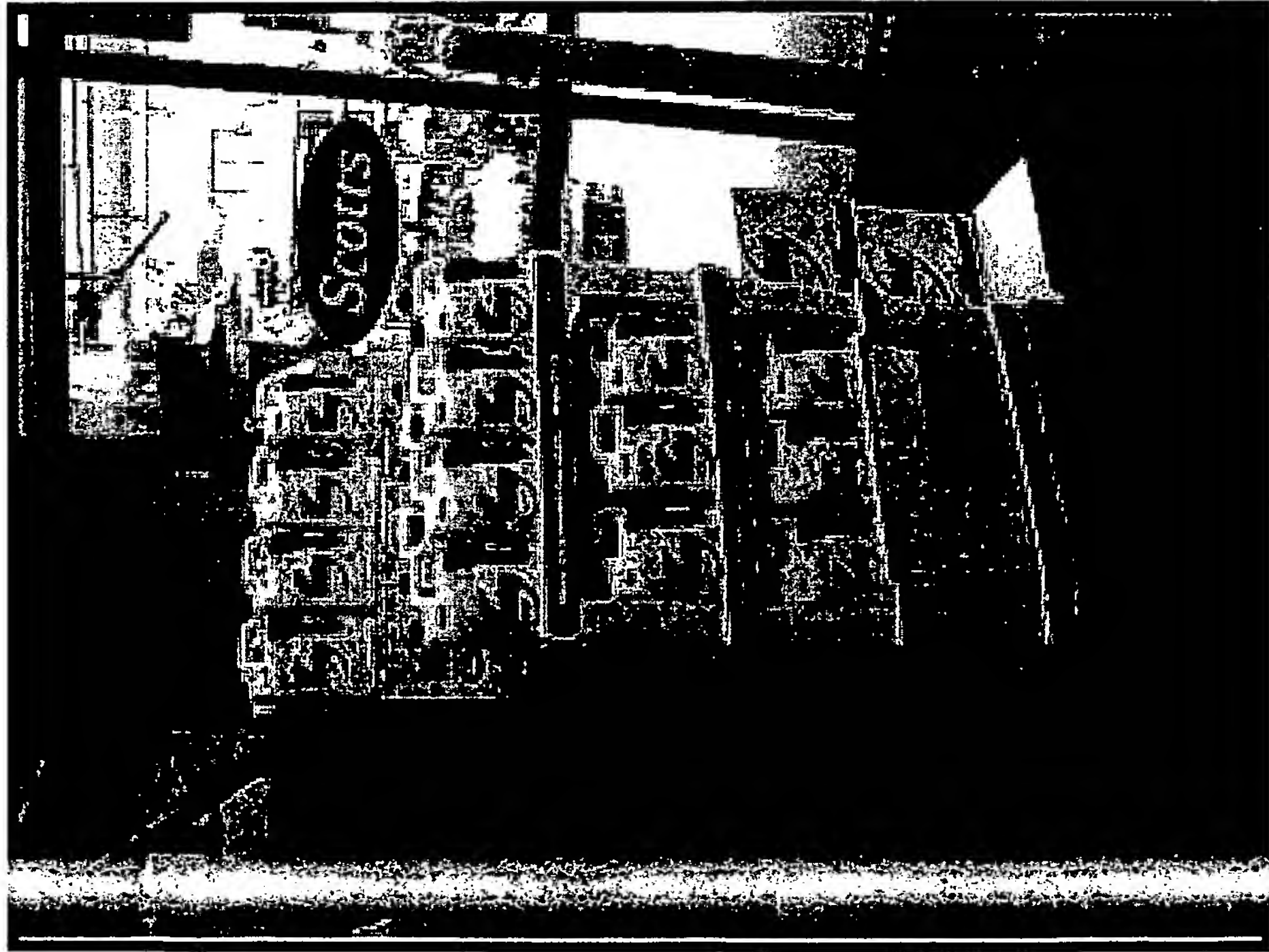
**SONOCO**  
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# Scotts' Solution



EXHIBIT

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B

*"Driven to help you sell more product."*

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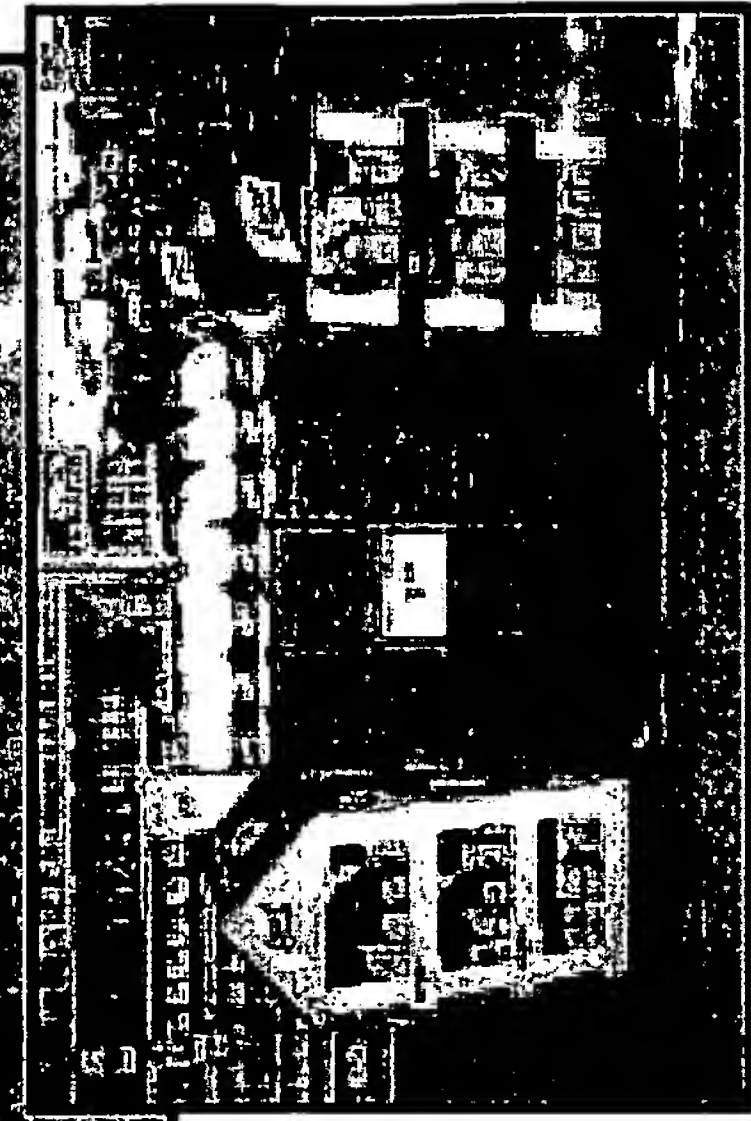
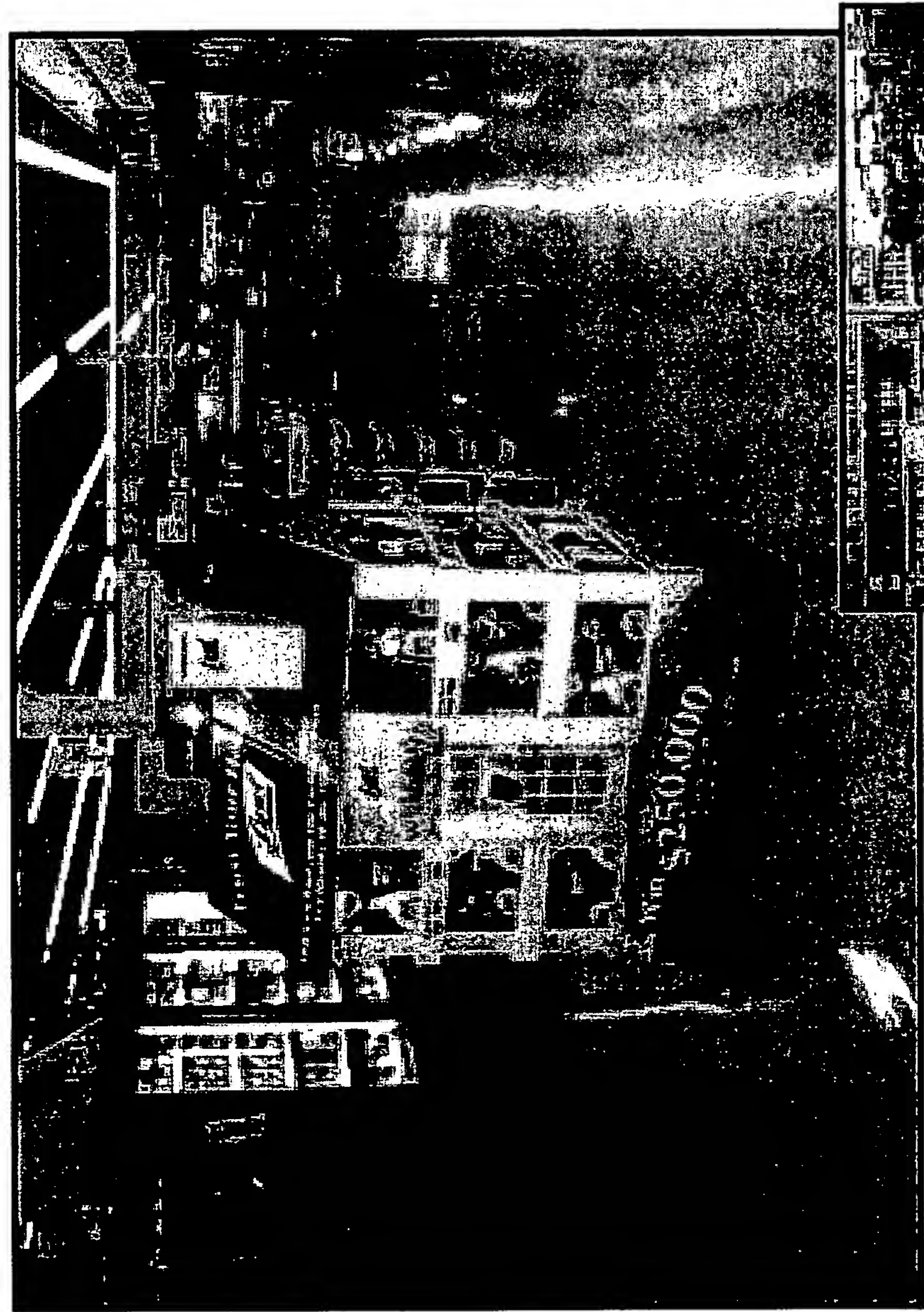


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"Driven to help you sell more product."

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